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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, APRIL, 1938.

(Value of Turnover in Comparison with Previous Year)

Sales of country general stores in Canada increased substantially in April, 1938, over the corresponding month of 1937. Increases varied from 1.3 per cent in British Columbia to 16.7 per cent in Manitoba, the increase for Canada as a whole being 5.5 per cent. Of the 707 stores reporting, 453 reported increases over April a year ago. Increases were general in Quebec, being 9.6 per cent for Quebec South, and 10.9 per cent for Quebec North. Increases for Ontario were 3.8 per cent; Manitoba, 16.7 per cent; Saskatchewan, 3.0 per cent; Alberta, 6.4 per cent; and British Columbia, 1.3 per cent. A decline of 1.7 per cent below April 1937 was reported by the Maritimes.

This series has now been placed on an index basis and monthly indexes by provinces from January, 1936, onwards are shown in this bulletin. These indexes are computed on the base, average monthly sales in 1936 equals 100. No corrections are made for differences in number of business days or for seasonal variations.

The index for April, 1938, stands at 104.2 compared with 91.1 for March and 98.8 for April a year ago. Figures for the first four months of the current year reveal an increase of 3 per cent compared with the corresponding period of 1937.

Percentage Change in Country General Store Sales by Regions

Region	Per Cent Change in Sales			April, 1938 April, 1937		
	January 1938 1937	February 1938 1937	March 1938 1937	Number of stores reporting	Number reporting an increase	Per cent Change
Maritime Provinces ...	+ 0.5	+ 6.4	- 2.2	85	37	- 1.7
Quebec, South	+10.0	+ 8.2	+ 7.2	52	37	+ 9.6
" North	+ 3.7	+ 2.4	+ 7.7	48	32	+10.9
" Total	+ 5.7	+ 4.3	+ 7.5	100	69	+10.5
Ontario, East	+ 8.2	+ 2.8	+ 4.0	52	35	+ 6.3
" North	- 6.3	- 0.2	- 1.1	37	24	+ 4.0
" West	- 6.3	- 6.5	+ 1.6	57	33	+ 1.7
" Total	- 1.5	- 1.9	+ 1.7	146	92	+ 3.8
Manitoba	+ 4.2	+13.1	+ 4.8	57	47	+16.7
Saskatchewan, North ..	- 3.9	+ 6.0	- 8.2	61	38	+ 2.6
" South ..	- 0.9	+ 1.1	- 7.1	60	41	+ 3.7
" Total ..	- 2.8	+ 4.2	- 7.8	121	79	+ 3.0
Alberta, North	+ 0.5	+ 3.5	- 7.6	54	34	+ 3.1
" South	+ 2.1	+ 2.5	+ 0.8	87	62	+ 8.4
" Total	+ 1.5	+ 2.9	- 2.4	141	96	+ 6.4
British Columbia	+ 0.6	+ 4.8	- 0.1	57	33	+ 1.3
CANADA	+ 1.1	+ 3.7	+ 0.5	707	453	+ 5.5


INDEXES OF COUNTRY GENERAL STORE SALES

(Average Monthly Sales in 1936=100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>1936</u>								
January	75.7	*	*	75.0	69.0	62.1	72.1	*
February	74.3	*	*	77.1	67.3	62.4	69.9	*
March	80.0	83.9	82.8	82.6	73.9	70.1	78.8	86.4
April	90.7	91.3	88.5	97.3	81.2	84.8	92.1	96.9
May	105.5	109.8	110.0	112.6	94.7	97.1	98.7	104.5
June	101.9	101.6	112.1	105.0	96.5	90.5	95.7	104.3
July	103.5	102.3	113.0	109.6	104.3	88.0	96.8	104.8
August	110.2	103.5	109.0	109.4	124.8	112.8	108.8	110.3
September	115.2	98.3	104.1	104.8	134.4	148.4	122.2	106.0
October	122.0	112.5	108.9	109.6	133.9	157.2	132.6	107.9
November	102.0	106.5	100.9	99.5	98.3	105.3	103.5	98.4
December	119.0	119.0	112.6	117.5	121.7	121.3	128.8	117.6
<u>1937</u>								
January	80.7	89.4	79.2	81.2	74.5	65.7	75.2	84.2
February	77.5	81.9	78.9	83.0	68.6	64.6	70.6	78.7
March	90.6	92.5	97.5	93.0	86.0	79.9	86.8	94.0
April	98.8	100.2	100.0	101.6	89.3	92.6	99.0	105.0
May	114.4	123.3	126.6	122.7	101.1	100.2	98.9	112.7
June	110.7	109.8	128.8	112.1	103.1	95.2	98.7	119.5
July	117.7	119.6	136.7	127.1	114.8	94.6	100.1	120.5
August	113.5	107.2	124.7	113.9	124.3	97.3	111.6	115.4
September	121.0	108.7	116.4	113.7	145.8	120.9	129.5	117.4
October	128.2	118.1	125.9	117.6	140.3	142.3	132.6	117.5
November	111.2	111.1	112.2	103.3	119.2	114.7	117.0	105.5
December	126.9	126.9	130.7	126.7	137.9	111.8	132.9	125.0
<u>1938</u>								
January	81.6	89.8	83.7	80.0	77.6	66.0	76.3	84.7
February	80.4	87.1	82.3	81.4	77.6	66.9	72.6	82.5
March	91.1	90.6	104.8	94.6	90.1	73.8	84.7	93.9
April	104.2	98.5	110.5	105.5	104.2	95.4	105.3	106.4

* Not available.

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